



**LINE**  
learning & communications

Defence  
Consulting &  
Training Delivery

# Mobile Learning

**Cultural Awareness**

Steve.Barden@LINE.co.uk

[www.line.co.uk](http://www.line.co.uk)

## Our 21 year service record...

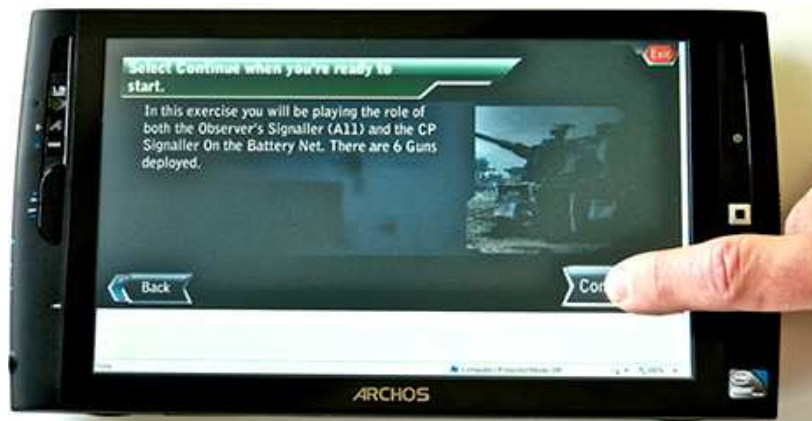
... of learning, communications and behavioural change programmes includes many Defence learning and system solutions.

Our specialist practitioner capabilities cover consulting services, content development and technology solutions.

Our focus is on providing life-long learning and managing the associated change requirements.

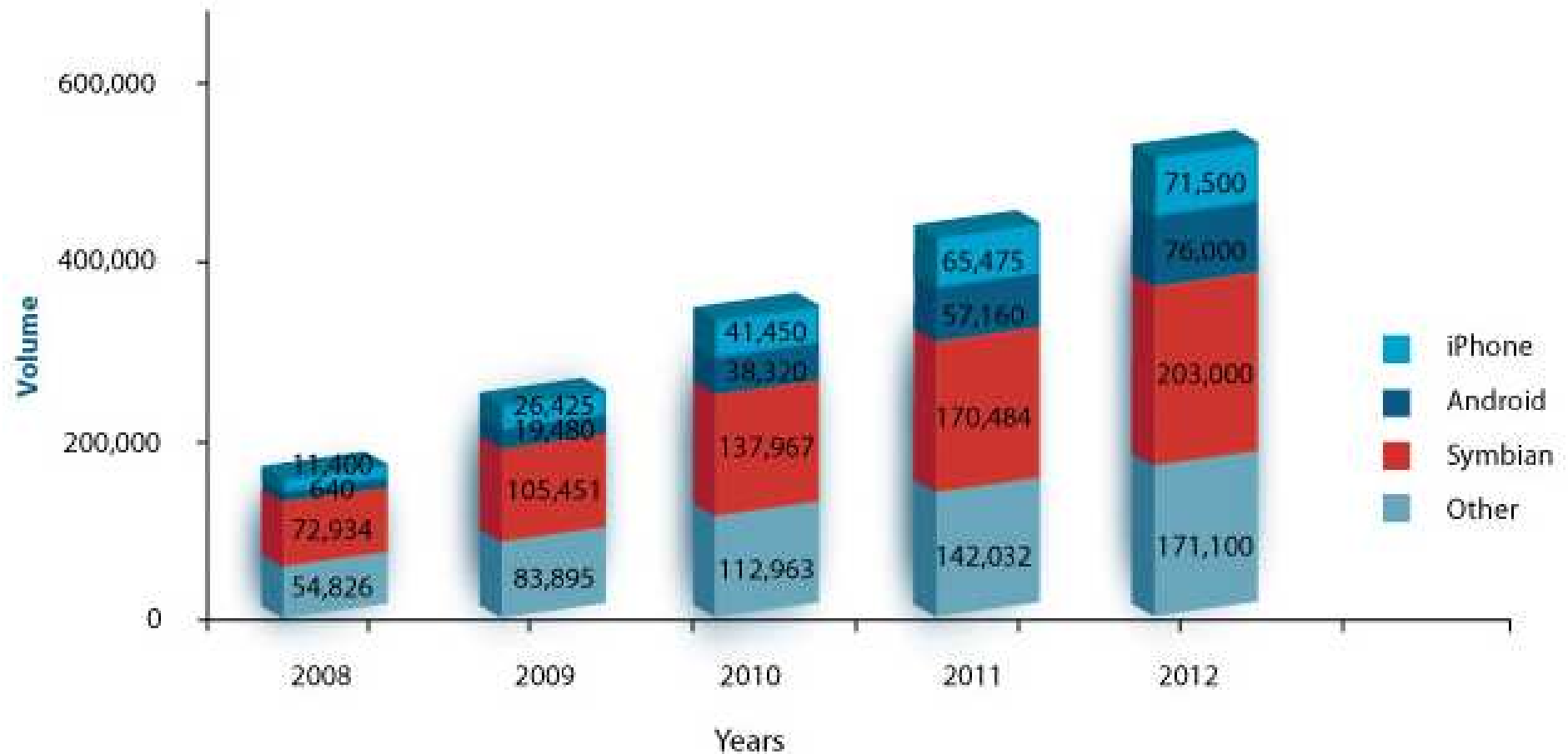


# MOBILE LEARNING



# Explosive growth of mobile: 1

## Smartphone OS Sales



[Source: Gartner, based on extrapolated data]



# Explosive growth of mobile: 2

- Android & iPhone users download 9-10 new apps per month on average, while iPod Touch users download 18 new apps per month.

[Source: AdMob, August 2009]

- Smartphone sales reached a "new record level" during the fourth quarter of 2009, increasing 39 percent year-over-year to reach 54.5 million units

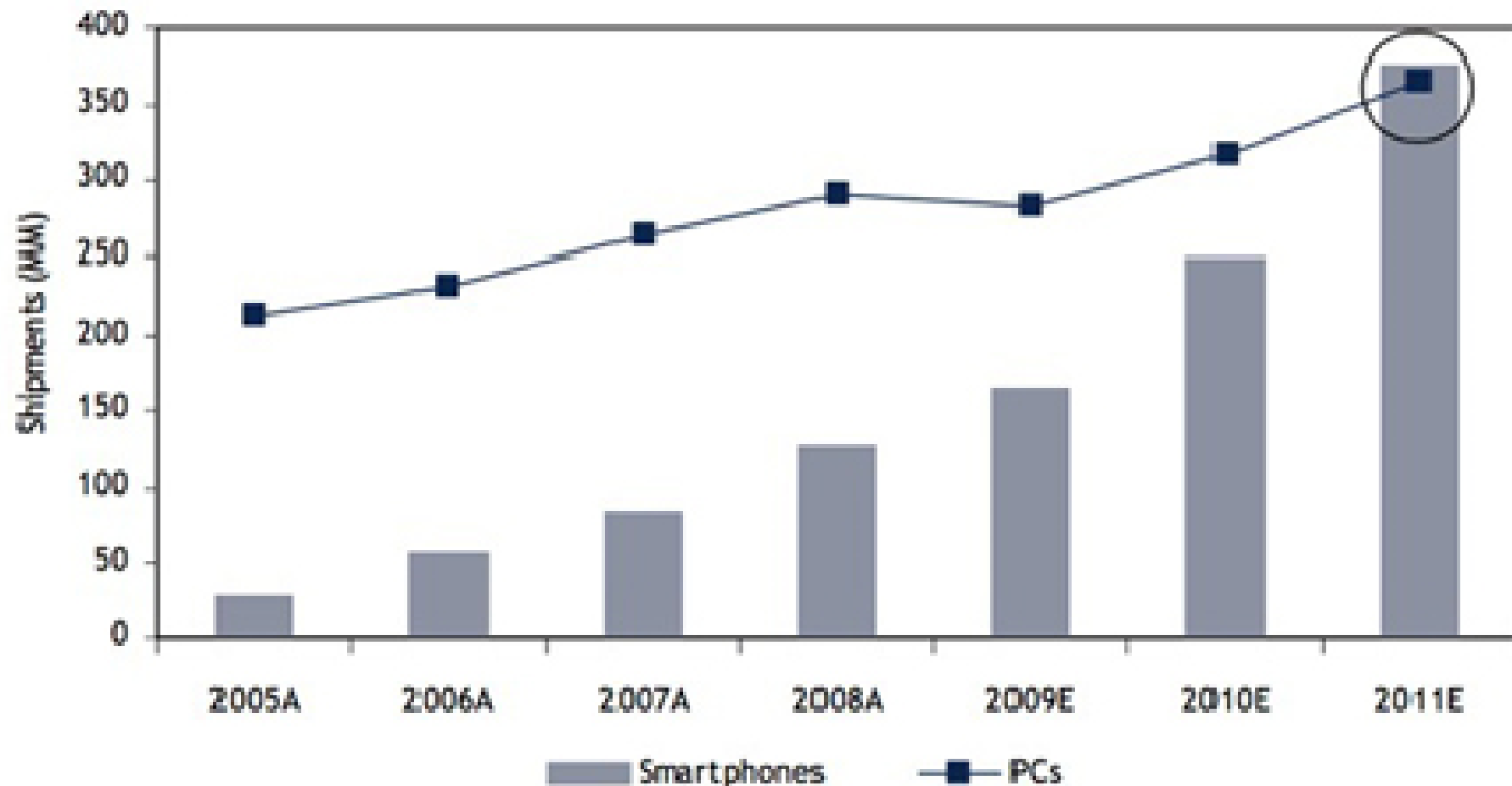
[Source: IDC, Feb 2010]

- Apple's iPad may soon become the fastest consumer product to hit the \$1 billion sales mark (less than 80 days), according to a market watcher.

[Source: Information Week, May 2010]

# Explosive growth of mobile: 3

Smartphone overtakes PC sales in 2011



[Source: RBC Capital Markets estimates]

# EPSS vehicle maintenance



# EPSS vehicle maintenance







# Cultural Awareness

# Cultural Awareness



# Rich, engaging, context driven learning

**Cultural Awareness**

**IRAQ**

**Effective cultural awareness**

Although it can feel like culture is complicated and difficult, there are four keys to successful cultural awareness. People who work well in other cultures understand these things:

**What's similar**  
**What's different**  
**What's hidden**  
**What's critical**

**What's hidden**

It's important to try to work out what lies beneath people's behaviour: why they do what they do. This often comes down to fundamental beliefs, values and what people think is most important.

**LANGUAGE CARD**

**Body language**

**The basics**

You need to know that...

- Afghans use a lot of hand gestures and touch when they are talking. In Western countries, we control our body language more. In Afghanistan, it is important you show how open you are.
- Body language and gestures often have different meanings in Afghanistan than they do in the UK. There may also be regional variations. Using the wrong gestures can potentially cause offence and escalate tense situations.
- Sunglasses can cause offence when talking to local Afghans, so take them off. Eye contact is important and is often intense and direct which will

**References**

- Pre-deployment Cultural Awareness - Iraq
- References
- Commander's Briefing Pack
- Commander's Briefing Pack - guidance notes

**Resources**

- Power and Status
- Family and Tribe

**CULTURE RISK**



# Cultural Awareness goes mobile





# Real learning application on a tablet

- For the British Army's Royal School of Artillery
- Fire Control Orders – standardised language
- Aim - to reduce skills fade in remembering important fire commands
- Tablet PC based
- Multiplayer – on same tablet
- ...or multiple networked tablets



# Game: Fire Control Orders





# Game: Fire Control Orders



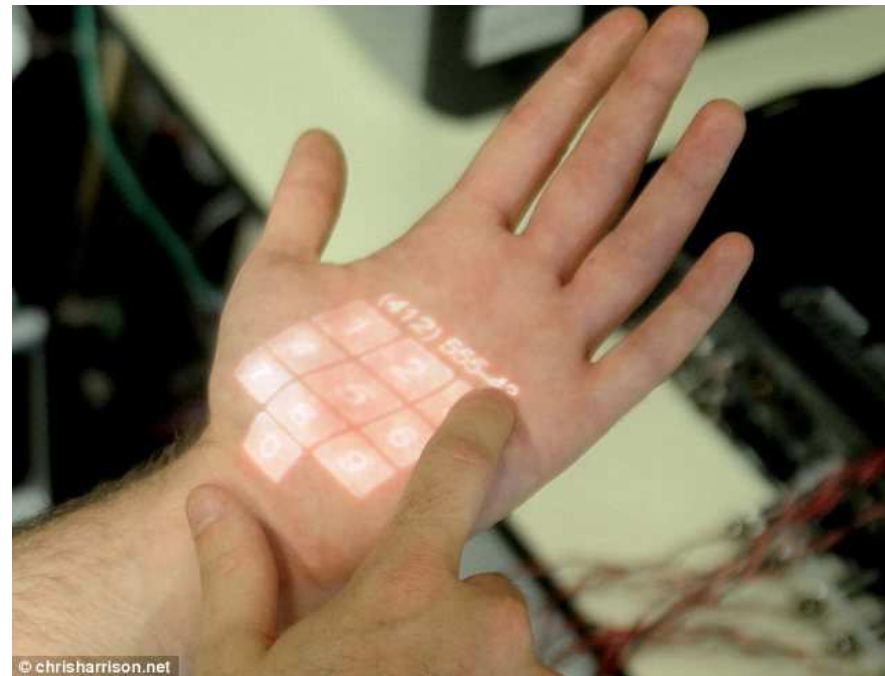
# Real learning application on iPad



- See it here tomorrow!



# Wear next...





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**Thank you**

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